



# PHILIP MORRIS

U. S. A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 890-5000

February 9, 1995

Ms. Tamera Herrod  
Tamera Herrod Public Relations  
10190 Boca Entrada Boulevard  
Suite 232  
Boca Raton, FL 33428

Dear Tamera:

As you probably know by now, we are pleased to announce the appointment of Mary Jo Gennaro as the new manager of Virginia Slims Legends, Virginia Slims Southern Women's Shows, and Merit Bowling programs, effective February 1, 1995.

Mary Jo has been with Philip Morris for more than ten years working in a variety of areas. Most recently Mary Jo was program administrator on the Marlboro Music and the Marlboro Country Dance programs. Therefore, she brings a wealth of entertainment, event execution and management knowledge to our group.

Please join with me in welcoming Mary Jo to the team, and we look forward to continuing to work with you to make our events even more successful in the future.

Sincerely yours,

Edna Moore  
Group Manager, Event Marketing

cc: Ina Broeman  
Mary Jo Gennaro  
Traci Herrod

2046389075